

## DAIRY 2020 INITIATIVE

The Dairy 2020 Initiative was launched in 1993 as a public and private effort to improve Wisconsin's dairy industry. The vision of the initiative is, "to make Wisconsin the best place to produce and market milk and dairy products."

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### MISSION STATEMENT

To help Wisconsin dairy business, through cooperation at all levels, find ways to improve the business climate and competitive position of the Wisconsin Dairy Industry, enhance individual business profitability, and enrich the quality of life for Wisconsin's dairy farmers and their rural communities.

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The first component of the Initiative is the **Dairy 2020 Council**. The advisory council is made up of 20 members: twelve dairy producers, six industry representatives, two legislators, and six public institution representatives. Council members work to address and effect change on the challenges facing Wisconsin's \$20 billion dairy industry to better position it for long-term viability. The Department of Commerce is the staffing agency for the Dairy 2020 Council.

The second component of the Initiative is the **Dairy 2020 Early Planning Grant program**. The goal of the program is to encourage and stimulate the start-up, modernization, and expansion of Wisconsin dairy farms. The program provides grants to dairy producers to pay for professional services such as the preparation of a business plan. The award can be for up to 75 percent of the professional services with a maximum grant of \$3,000. Nearly 700 awards have been made since 1996 totaling over \$1.7 million.

The third and newest component of the Initiative is the **Milk Volume Production (MVP) program**. The goal of the MVP program is to provide qualifying dairy producers with the type of financing necessary to fill the "equity gap" and to partner with local communities to increase dairy production in Wisconsin.

For more information on the Dairy 2020 Initiative, contact:

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